

CLAIMS

What is claimed is:

1 1. A method for providing on-demand advertising, comprising the steps of:
2 providing advertising information for at least one item, wherein the at least
3 one item is associated with at least one scene of a television program;
4 receiving 402 the advertising information along with a broadcast of the
5 television program;
6 selecting one of a plurality of display modes, wherein the plurality of
7 display modes comprises an advertisement mode;
8 alerting a viewer when the advertising information is available for the at
9 least one item of the at least one scene; and
10 displaying the advertising information on a display along with the
11 broadcast of a television program.

1 2. The method of claim 1, further comprising the steps of:
2 providing the broadcast of a television program;
3 transmitting the advertising information along with the broadcast of the
4 television program; and
5 storing the received advertising information.

1 3. The method of claim 1, wherein the plurality of display modes further
2 comprises a non-advertisement mode and a stored advertisement mode.

1 4. The method of claim 1, wherein the step of alerting comprises providing at
2 least one alert to a viewer when an advertisement is available for at least one item in a
3 displayed scene, wherein the at least one alert comprises a tone and at least one displayed
4 mark.

5. The method of claim 4, wherein the displayed scene comprises currently displayed scenes, previously displayed scenes, and scenes that are to be displayed in the future.

6. The method of claim 4, wherein the at least one displayed mark is superimposed over the broadcast of a television program on the display.

7. The method of claim 4, wherein the at least one displayed mark comprises an indicator that the advertising information is available for the at least one item in the displayed scene.

8. The method of claim 4, wherein the at least one displayed mark comprises an indicator for each item for which the advertising data is available, wherein the indicator is representative of the item to which the indicator corresponds.

9. The method of claim 8, further comprising the step of requesting the advertising information, wherein the step of requesting comprises selecting the indicator corresponding to an item in which the viewer is interested.

10. The method of claim 3, wherein the stored advertisement mode causes all of the advertising information for the television program to be stored, wherein the stored advertising information is recalled and viewed at a time that is different from a display time of a scene in which an advertised item appears.

11. The method of claim 1, wherein the step of displaying comprises superimposing the advertising information over the broadcast of a television program on the display.

12. The method of claim 1, wherein the step of displaying comprises displaying the advertising information on a portion of the display along with the

3 broadcast of a television program, wherein the portion of the display is selectable by a
4 viewer.

1 13. The method of claim 1, wherein the advertising information is received
2 simultaneously with the at least one scene in which the identified at least one item
3 appears.

1 14. The method of claim 1, wherein the advertising information is received
2 prior to receipt of the television program, wherein the prior received advertising
3 information is stored.

1 15. The method of claim 14, further comprising the step of receiving timing
2 data that links the advertising information to the corresponding at least one scene.

1 16. The method of claim 1, wherein the television program comprises live
2 television programs, prerecorded television programs, live television commercials, and
3 prerecorded television commercials.

1 17. The method of claim 1, wherein the at least one item comprises at least
2 one product and at least one service.

1 18. The method of claim 1, further comprising the step of controlling
2 presentation of the advertising information using an electronic program guide, wherein
3 the electronic program guide provides programming information for a plurality of
4 broadcasting stations.

1 19. The method of claim 1, further comprising the step of providing electronic
2 links to at least one manufacturer and at least one dealer of the at least one item using the
3 advertising information, wherein the electronic links comprise links to Web pages and
4 electronic catalogs.

- 1 20. The method of claim 1, further comprising the step of electronically
- 2 ordering the at least one item using the advertising information.

FOI b7-D b7-E b7-F b7-G b7-H b7-I b7-J b7-K b7-L b7-M b7-N b7-O b7-P b7-Q b7-R b7-S b7-T b7-U b7-V b7-W b7-X b7-Y b7-Z